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Career Secrets Exposed

Gavin F. Redelman, RedStarResume

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Gavin Redelman

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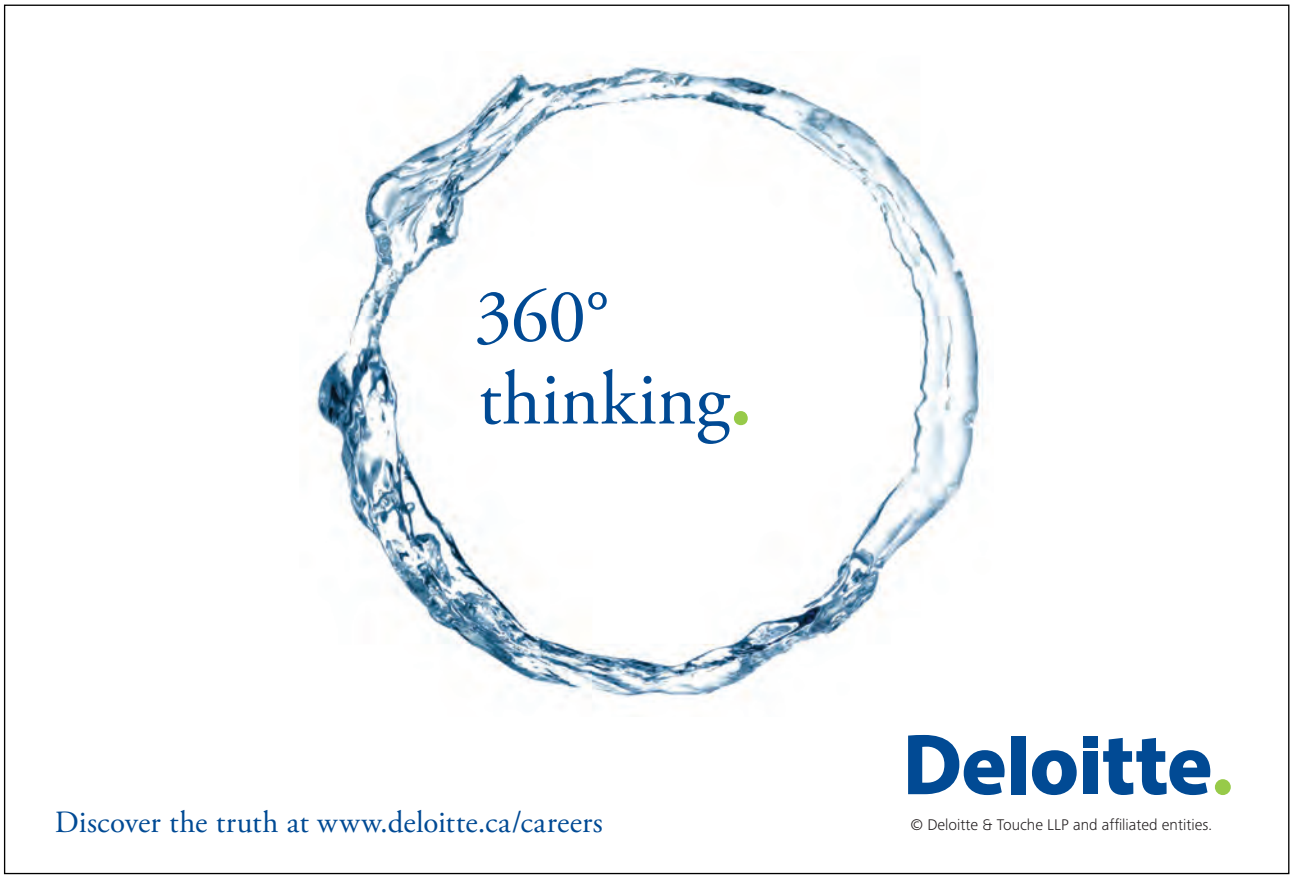

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Introduction

Welcome to Career Secrets Exposed. This EBook has been written to provide you with a number of useful tips on managing your career. On average, based on a 40 hour week, we spend close to 2000 hours a year at work! This is a huge amount of time and you need to be sure that you are getting the most out of your job in terms of satisfaction, money and a balanced lifestyle. Alternatively, if you're not happy with your job, then it's time to start looking for alternative solutions.

Career Secrets Exposed is the 3rd EBook written by Gavin Redelman, which follows up from his highly successful first 2 EBooks - "Interview Secrets Exposed" and "Resume Secrets Exposed".

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About the Author

Gavin Redelman is the founder of RedStarResume and known as a career strategist and master of "Achievement Based" resume writing. Recognised as an expert in the field of resume writing, job search strategies, job interviewing and also as a prolific blogger, Gavin has had articles published around the world in newspapers, journals, student and graduate publications, career websites and magazines.

With a love for what he does, Gavin and his team of writers are passionate about providing every customer with the ultimate first class-treatment and ensuring that their new resume will open doors and opportunities for their clients.

"The journey to finding your dream job starts with a brand new resume"

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1 In The Workplace

1.1 Best Tips On How to Get That Pay Raise You Deserve

Waiting on that raise that never seems to come…

A friend recently told me that he was expecting a raise soon simply because "I haven't gotten one in the last 2 years." There was no direct reason – no one had told him about this supposed upcoming raise, and he hadn't done anything major in the last few months to expect one. He simply expected that one would come, particularly because he hadn't received one in his entire 2 years there.

I always wonder about this kind of thinking because, from the way I see it, employers are never lining up to give people more money. If you're waiting around for your boss to give you a raise for no specific reason, you're going to be waiting for a long time. A raise doesn't come simply because you've worked somewhere for a specific amount of time or because you haven't received one – you have to earn a raise and, even when you do, you probably still have to ask for it.

It's no secret that an employer is going to try to pay you as little as possible. I don't mean this in a mean way – I'm just saying that they aren't going to go out of their way to pay you more than they have to, simple as that. This especially applies to those of you waiting on that raise you haven't received yet. Think about it – why would your boss give you more money to do the same exact job? What would be in it for them? Whether you're deserving of a raise or not, it's not going to come at the drop of a hat.

Employers are not looking to give away money that they don't have to, so if you continue to wait for them to offer you one, you may be waiting a while. If you think you deserve a raise, let your boss know and give your specific reasons. This can include examples where you have increased productivity, saved them money or even how you trained new employees.

Providing specific reasons is the key to getting your pay increase. Remember everyone wants more pay and greater benefits. A pay rise is just like a negotiation. You have to provide something in return to receiving something. If you can prove to your employer that you are worthy of a pay increase your employee is more likely to give you one.

One last thing. If you feel you deserve a pay rise and have evidence to support your argument, don't be afraid to ask for it. A lot of people sit quietly and say nothing to avoid "rocking the boat," and they have the mindset that a pay rise will eventually happen on its own. Don't let this happen to you. You deserve to get paid as much as you can.

1.2 Building A Strong Relationship With Your Boss

No one likes a "suck up" or a "teacher's pet", but let's be honest – staying in the manager's good books at work is important not only to keep your job, but for your long term growth. It is highly unlikely that your boss will push to promote you or give you a pay increase if he or she does not like you. It does not seem fair, but this is just the way it is.

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Learn from your boss:

Generally speaking, your boss is probably more experienced than you, which is why they're in a position of management. Take time to learn from your boss by asking questions. Don't be afraid to approach them. In most situations, he or she will be happy that you are seeking them out for advice, and in return will be more willing to take the time to help you out.

Be honest with your boss:

If you make a mistake with your work or you've done something wrong, don't try to lie or cover it up. In the long term this can only come back to hurt you. Approach your boss and be honest. Explain the mistake you've made and let them know how you're going to fix it. Nobody is perfect and no one expects you to be perfect. Honesty is the best policy. Your boss will also respect you more for being honest from the beginning rather than trying to hide your mistakes.

Don't have an Ego:

Nobody likes an egomaniac. Lead by example through your actions rather than your words. No matter what job you do or what industry you're in, the best workers always lead by example.

Don't take credit for other peoples work:

Taking credit for other peoples' work is a big no no. Not only is it dishonest, but sooner than later your boss will find out. In the meantime, your co-workers will begin to lose respect for you, which can severely hamper your chances of one day being in a situation where you become their boss. Being a good team player means acknowledging co-workers when they do good work and encouraging everyone to put their best foot forward.

Build a positive relationship with your boss not a false relationship:

Just like you, your boss is only human. Yes they may have more responsibilities, but they still experience and share all the same human feelings as you will feel on a day to day basis. You do not have to be best friends with your boss, but you need to respect them and value their time. Do not try to constantly flatter them. Your boss is no fool and will quickly realise what you are doing. This can severely hurt your relationship as you will lose credibility, and in certain circumstances this can lead to them either disliking you or not taking you seriously.

In conclusion, a positive relationship with your boss and co-workers will make for a happy and healthy career. We spend so much of our lives at work that it is important not just to stay on our managers good side for promotion reasons, but also to ensure that we achieve maximum satisfaction from our jobs.

1.3 How To Succeed When Working From Home

As a resume writer there are often days where I can work from home in the luxury of my lounge room without having to step foot outside my house. I save money and time on transport and what is best is that I can work all day in whatever clothes I desire. If I want to sit in my brand new matching pyjama pants and shirt, well I can because these are just some of the advantages of working from home.

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This sounds wonderful doesn't it? Sitting all day in your pyjamas working on your own schedule? This sounds great in theory, but in reality I strongly suggest against this type of approach.

Always Dress for Success:

When I am dressed for success and feeling professional, I find that I am more productive and produce far greater work. Sitting at my desk in my corporate attire puts me in a work mood as opposed to making my day feel like a casual day. I obviously don't suggest putting on your best suit and tie when working from home, but a nice clean and pressed shirt and trousers will certainly put you in the work mode.

Find an area of your house to make into "an office"

Although you're at home, try to find a small space that you can work from. Setting up a small area of your house or apartment to make a working space will put you in the working mood. Have you ever tried working from bed? This is almost impossible, and the amount of work you can do while in bed is not nearly as productive as the work you can do from your desk.

Is working at home for you?

Working at home is not for everyone, and many people find that they get too distracted and are not able to be productive. Having good discipline is a major factor in being able to work from home. There are many temptations surrounding you and maintaining motivation can be a challenge. And although it's nice to have a day outside the traditional office, working from home can be lonely, and with limited social interaction it can often be hard to share ideas.

Conclusion:

Working from home can be extremely productive and beneficial. Without having the sound of telephones ringing and co-workers talking around you, there is opportunity to get a lot of work completed that you would not have been able to do in the office environment.

My advice is simple. When working from home, dress professionally and set up a workspace where you can best get in the grove to perform your work as best as possible. I personally feel more switched on when I am in my work clothes rather than my casual clothes. Looking like a professional makes me feel like a professional.

1.4 Tips On Keeping Your New Job

Congratulations on securing your job. You have been selected above and beyond the other job applicants because of all the wonderful factors that made you the best fit for the job. Now that you have the job there are many tips to keeping your position and maintaining a professional image.

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Understand your role and expectations.

You may feel as though you are doing a fantastic job, but if your expectations differ from those of your manager or boss, there is going to be conflict. Have a good understanding of what is expected of you. If you feel that the expectations are unrealistic, then you need to approach your boss and explain the situation. One of the most important aspects of maintaining a professional image is being a good team player and contributing fairly to the team objectives. No one likes a colleague who does not do their fair share of the work.

Expand your role and keep on learning:

Be a team player and look to get involved in more areas of the business. Be willing to share your expertise, but also be willing to learn new skills. If your company offers training courses, put your hand up to get involved. If your company doesn't offer training courses, you can still take the initiative and invest in your own growth and knowledge by paying for these courses yourself.

Develop Positive Relationships:

We all spend so much time at work that it is important to develop positive relationships with all of our co-workers, managers and bosses. Good relationships are based on trust. Keep commitments. If you promise something, make sure you deliver on time. However, if you find yourself in a situation where something has changed and you cannot keep that commitment, be honest and communicate. Honest communication is the key to building a long-lasting relationship.

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Be Visible:

Leaving early every day and not attending social gatherings is definitely not the right way to maintain a professional image. Being visible is all part of being a good team player. This does not mean you have to be best friends with every person you work with, but there is no need to isolate yourself either.

Ask for feedback and learn from your boss.

Do not be afraid to ask for feedback. In order to grow and improve ourselves, we need feedback on how we are performing in our jobs. Positive feedback is always fantastic, however don't be put down by negative feedback and certainly do not hold grudges. Learn from your mistakes and strive to do better going forward.

We spend so many hours at work that we need to enjoy what we are doing. Maintaining a professional image will help you not only build a reputation of someone who is a great team player and can be counted on to add value to the business, but will also make your work life a far greater experience. When the time comes for a promotion or a pay rise, you are far more likely to be considered because of your professional attitude and image.

1.5 What To Do When You Hate Your Job

If you're not happy with your current job or the people you work with, don't put up with it! Begin to look for something else because you don't deserve or need to be unhappy at the workplace. We spend so much of our life at work that being unhappy will only begin to start impacting on all aspects of your life.

Start to network (use networking websites such as LinkedIn to begin making contact), and if required prepare your resume so it's ready to send out to hiring managers and recruitment agents. It is always worth having an up-to-date resume on hand as you never know what opportunities will present themselves to you.

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Be proactive about finding a new job. It is very easy to get down about your job so ensure that you set an action plan to begin the process of finding a new one. Creating an action plan will also give you more guidance as prepare your exit strategy.

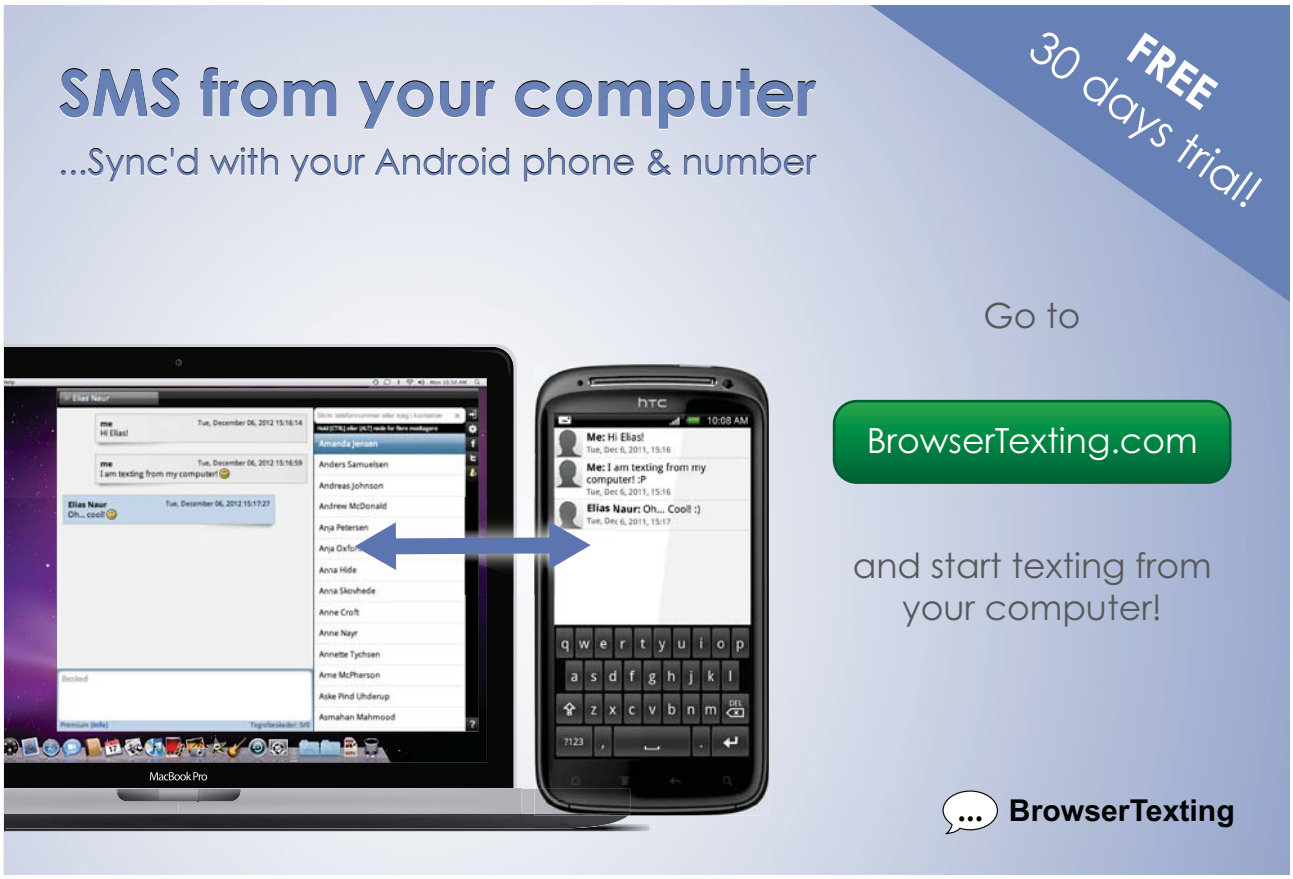
Tips on what to do if you hate your job:

Network:

The world has changed so much in last 10 years. With social networking sites such as LinkedIn (there are now literally hundreds of networking sites online) you actually have access to contact hiring managers or bosses directly where you would have previously never had the opportunity to do so. Utilise social networking sites, but remember to maintain a professional image. This includes a professional picture, professional resume and an overall "professional image".

Work for yourself:

Working for a boss is not everyone's cup of tea (it's not most people's cup of tea!). If you believe you can provide a good or service that will make you money, then don't be afraid to take that daunting step and start working for yourself. Be your own boss and set your own rules!



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Exit Strategy:

Preparing an exit strategy is a key element to beginning the process of leaving your job. As much as you would like to walk into your boss's office right now and hand in your resignation paper, this may not be the wisest decision. Although you may hate your job, the last thing you need is to be unemployed and without an income. Set yourself a timeframe to leave the job and begin to prepare your job seeking strategy. It may take longer to leave your job, but at least you are making money in your current job while you look for a new one.

If you hate your job, hate your boss or a mixture of both don't put up with being unhappy. Begin planning on leaving the job and find a new job that will put that smile back on your face!

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2 Manage Your Career

2.1 Before You Ask For A Raise

Before you ask for a raise, the most important thing you need to remember is that you need a reason for asking for one. An employer is not just going to hand out extra money to you because they like you – you need to give them a compelling reason to do so.

Basically, you need to give them something that exemplifies your hard work and that shows you are a positive asset to the company. Think of a few ways for doing so – below are just a few examples:

Arriving on time on a consistent basis:

No employer likes workers who show up late – ever. If you consistently come to work early or on time, your boss will definitely take notice of this and will appreciate your punctuality. You've already given yourself a head start.

Taking on an extra work load:

Volunteering to do more than what is expected of you helps to build your reputation within the company. You will be recognized as a leader, as someone willing to help out and as someone who can be counted on. You may also gain some valuable experience within other departments, and extra knowledge never hurts. Employers love this type of employee, and will be more likely to go the extra mile to keep them on board.

Keeping track of your performance:

There is nothing better than being able to show concrete examples of how you have benefited the company. Have sales dramatically increased since you came on board? Do you consistently meet or exceed your targets?

Of course, some people argue that taking on an extra work load or working overtime is a negative because you allow the company to take advantage of you. Well, like it or not, this is how the world works. If you want to stay in the same position year after year, do the minimum, but if you want to move up, putting in that extra effort will be required of you. Raises are not free handouts for everyone – they are reserved for the ones who put in the extra effort.

2.2 Do I Really Need A LinkedIn Profile

With so many social networking sites now available and new sites being developed on a daily basis, it is often hard to know which networking sites are worthwhile especially in helping to find a new job.

We have all heard of Facebook and Twitter (If you haven't where have you been hiding!).. however when it comes to job networking in my opinion every person, no matter if your actively seeking a new job or not, needs to have an updated LinkedIn profile.

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Job hunting has changed so much over the past 5-10 years and social networking websites such as LinkedIn has enabled job seekers to reach out directly to networks which previously were never an option. Even if you are currently not seeking new roles, having an updated LinkedIn account certainly cannot hurt. I have never heard of a person who missed out on a job for having a LinkedIn account (How many people may have missed out on being headhunted for not having an active account?)

I recently worked with a young skilled migrant who was in the process of moving from Ireland to Australia. This individual had been granted a skilled migrant visa and was now in the process of trying to find employment before arriving in Australia. Not knowing where to begin or how to start, we began by transferring his resume into a brand new LinkedIn profile highlighting areas such as his expertise, specialities, skills, awards, publications, education and past work history (all areas that are available to fill in on a LinkedIn profile). We optimised his LinkedIn public profile and reached out to his existing contacts asking for recommendations to add further credibility to his online profile. Last but not least we added an up-to-date professional picture (not a picture taken at 3am on a Saturday night) and uploaded this picture onto his profile. When potential hiring managers read through your profile they want to know that there is a face behind the name and adding a picture to your profile humanises the profile.

Now that his account had been optimised, he was now ready to network and reach out to new contacts through all the different professional groups that LinkedIn has to offer. This job seeking candidate now had a huge advantage of being able to approach people in his network and potentially open new doors that were previously closed. Rather than applying blind to a company and hoping for the best, he was able to strategically build relationships and at the same time giving himself the greatest opportunity of being identified by recruiters through his new optimised profile.

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Remember one thing. The more relevant contacts you can build to your network the more exposure you will have to meet potential recruiters, head-hunters and employers. In the twenty first century, where social networking is booming, the LinkedIn platform can allow you to enhance your unique personal brand, connect with hiring authorities and connect with other job seekers who are in the exact same situation as yourself.

Networking is key!

2.3 How To Make A Career Change

It is NEVER too late for a career change! Sure, you might not have direct experience in a certain industry or job, but you need to prove to any hiring manager that your existing skills are, in fact, transferable skills.

If you're debating about making a career change, don't be afraid. Even if a career switch later in life seems like a completely radical change with many possible consequences attached to it, you should still go for it if it's something you really want to do. My best advice is to set up a plan before making the dive. A large-scale transition will not happen overnight, and this is why it's important to ensure you have a "plan of attack."

Also, make sure your career change is realistic. Although I encourage everyone to follow their dreams, you also need to stay realistic. If your dream is to become a pilot, but you've worked in banking for the last 15 years, the chances of you becoming a pilot are a lot harder (but not impossible)! Also remember to be flexible. You are making a career change that could involve a lower salary or relocation. These are some of the sacrifices you could be asked to make in the short term.

When you begin applying for new roles, you need to ensure your resume is targeted toward this new job. Obviously you are not going to have direct experience, so it's important to highlight not only your current skills and achievements, but also (and most importantly), that you are able to adapt your skills for this new job.

In making the career change, your skills are by far your best selling point. Many skills that you use on a day to day basis (such as leading, managing, liaising and communicating, for example) are all transferable skills that you can use to prove to a hiring manager that you are right for a particular job.

5 point plan to making a career change:

1. Make sure of your reasons for wanting a career change. One bad day at work or hating your boss do not suggest you want to change careers
2. Brainstorming – Sit down and brainstorm ideas of the type of industry/job you really want to do
3. Planning – Set out a plan to follow. Make it realistic. Remember your career change won't happen overnight. Realistically, it can take about 6-12 months. Don't quit your job on day 1. Included in planning is financial planning. How much is this career change going to cost you? How much do you plan to get paid? You need to know these answers!
4. Networking – Talk to friends, speak to recruitment agents and sign up to online networking sites
5. Executing your plan. Speak to an expert in regards to interviewing, resume writing and cover letter writing. Apply directly, and begin to follow the steps of your plan.

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2.4 The Process of Career Management

Career management refers to the planning, supervising, controlling, handling, coping and administrating one's professional life. It comprehensively covers a detailed view of what you want to be, where you want to go, how you will get there and ultimately how long you intend to stay.

All the answers are directly related to one's personal goals and targets. Being able to handle changes in your career will best enable you to avoid mistakes of the past, prepare a confident approach to the present and a implement a positive direction for the future. Overall, managing your career will help maintain and develop your professional growth, development and direction.

When should I begin to manage my career?

Successful career management can start as early as the first day you walk into school or college. One should clearly identify their goals before enrolling in a particular degree or course and preparing for a lifelong career. (This saves a lot of money and time later on down the track!)

Be specific with what are you good at and what you enjoy doing; most importantly what you can see yourself doing every day going forward. Being able to answer these questions will help you in understanding yourself better and what areas you are most likely to succeed.

If you find that you have made a mistake don't panic. Exhaust your options, understand the value added skills that you have and how best you can utilise these existing skills.

Don't be afraid to ask questions. Ask yourself if you are capable of performing the task or if you see yourself progressing in a certain area. If the answer is yes, then begin your quest to achieving your targets. Never forget to network and seek out as many people and opinions as possible. You just never know where the next door will open.

How long does career management last for?

Career management is a lifelong exercise. Balancing your work and social life is a juggling act. It is not just confined to one period in your life or a particular profession. In life many things change so don't be afraid to change with the times. It is all about adaptability and learning.

The ability to learn from every setback will make you smarter in making your next career move. The employment market may seem crowded and not promising, but being open to change will help you survive during those dark months. The changing times are not moments of despair, but rather moments of opportunity.

2.5 Resume Writing For Front Office Bankers

When it comes to resume/CV writing there are no clear rules to follow that will ensure your resume will be read. There are however clear dos and don'ts that will either add value to your resume or work in the negative by having your resume deleted. No matter if you're a front office banker or part of the mailroom team, listing and identifying achievements and backing these achievements up with numerical examples is the number one way to make your resume standout.

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Too many times a job candidate will focus much of their resume on standard day to day duties. For example every person on the trading desk knows how to "analyze data", "liaise with clients" and "maximize opportunities". These are soft skills which are expected. It does not enhance your resume as it does not tell the reader anything. For example when writing a resume for an equity trader it is no longer good enough just to list these soft skills. In order to effectively write a good resume you need to clearly identify your areas of expertise but most importantly present quantitative examples

Writing your resume is not about reinventing the wheel, it is about ensuring that you adequately highlight everything that is required to make sure that your resume is selected and you are given the chance to present yourself in the interview. Divide your resume into sections and concentrate on using bullet points to make the resume clear and possible for the reader to scan.

As a banker, your professional experience is the most important aspect on your resume and needs to be placed on page one. However in order to make your resume stand out above the competition I like to include a short career summary, an introduction (2-3 sentences) which adequately summarizes your career. For example:

"Masters of Business Administration with seven years of experience as an equity trader. With a strong background in analysis, risk management and strategic planning, I have planned, coordinated, and performed diverse trading functions in various sectors."

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Following your short career summary is the most important aspect of your resume which is listing your top key achievements in bullet point (5-6 key achievements) with an emphasize of using "keyword" rich words (These are words which are mentioned in the job description or words which head-hunters or recruiters are likely to search for in their database)

Remember, the most important aspect of listing these achievements is backing everything up with quantifiable results of your work. Using the equity trader as an example, part of your success is measured in numbers so ensure your main achievements by including quantifiable examples

- 'Increased cash flow by $15 million by consolidating ….."
- 'Revenue and income growth of 55% over a 12-month period, through …."
- "Key member of an elite trading team that generated more than $65 million by …."

The final part of your resume presentation is your work experience, education and professional memberships. Again the most important aspect is providing examples to everything you write and incorporating achievements as opposed to just listing day to day duties. Always ensure that you provide dates on your resume and that the resume flows chronologically. The document needs to be as easy as possible for someone to read. The more difficult you make your resume to follow the more likely it will end up being deleted.

As a front office banker, focus your resume on your leadership abilities and achievements to guarantee that your resume stands out from the crowd!

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2.6 What You Need To Do In Order To Increase Your Salary And Make More Money!

Would you like an increase in your salary? Let's say a 20 percent increase and a big bonus. Sounds good doesn't it?

Who doesn't want to make more money? Before you march into your boss's office demanding an increase in pay you need to first take a step back and develop a game plan to approaching your boss. There is a right way and a wrong way to ask for more money and when approached correctly you give yourself the greatest opportunity of receiving your pay rise. When done incorrectly you can greatly diminish your own reputation.

Rule 1: Pick your timing

Timing is crucial and it is important that you pick the exact right time to speak with your boss about receiving a pay rise. Let your boss know that you wish to speak to him or her at a time that is convenient for them.

Rule 2: Preparation

When asking for more money it is so important that you are adequately prepared and know exactly what you want to say. You need to be able to provide examples of why you deserve more money and how you have provided value to the business. Remember no one is going to give you money just because you feel that you deserve it. Just like a lawyer presents the case to the jury, it is as necessary to present your case to your boss for a pay rise.

Remember – the best examples you can provide are backed up by examples. If you helped make or save the company money - back this up with an example. You're the lawyer and you need to prove to your boss beyond any reasonable doubt that you deserve a pay rise.

Rule 3: Execution

By following rule 2 and being prepared with what you want to say, you also need to be able to execute your plan. If you are asking for more money you need to have a figure in mind. By researching what other people in your field are making is a good way to begin to work out how much of a salary increase you are going to ask for. (There are also many free internet sites that provide salary surveys). The worst possible thing to do is not have an amount in mind that you require. You need to be direct and provide examples as to why you have chosen this amount so your boss understands that you are not just trying to get more money but that you actually deserve more money.

Rule 4: Confidence:

Don't be scared or intimidated about asking for more money if you believe you deserve it. Have confidence in yourself and the value that you bring to the business. Before you begin your discussion have a think about potential questions or possible objections you may encounter and prepare yourself to be ready to answer these questions.

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3 Job Seeking Tips

3.1 10 Tips To Staying Positive While Looking For A New Job

Don't let the media and the news put you down. No matter how bad they say it is companies are always looking to hire the best available staff. If you have the right skills and passion, there will be a job waiting for right around the corner. You just need to remain upbeat and positive. Below is a list of things you need to do in order to help you through the job search process…

Keep a routine: Don't get into the bad habits of waking up late, sleeping in the afternoons or procrastinating around the house. Get up at your normal time, eat properly and get some exercise (walking is free)!

Volunteering at a church, hospital, homeless shelter or non-profit organization will open your eyes to people who are less off than you and give you a sense of contribution. There is no greater reward than helping people who are less fortunate than us.

Stay up to date with what's happening in your industry: Don't let yourself fall behind just because you're not working. The best approach is to learn more about your particular industry. This way you will be ahead of your competition when it comes time to interview.

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Explore potential new careers: It's never too late to try to learn a foreign language or a new piece of computer software. I remember working with a senior archaeologist of 10 years experience who came to me wanting a change in his life direction. After 6 months of learning Spanish and then travelling through Spain for another 6 months, the senior archaeologist is now a junior English/Spanish translator!

Positive Thinking: Do not focus on the negatives – you need to be able to bounce back. Concentrate on the skills and knowledge you have. Sitting around saying "what if" all the time is only going to further depress you.

Support Group: You may feel as though you're the only person in your situation without a job, but guess what – you're not. Reach out to people for support. There are many groups that provide excellent assistance in the areas of resume writing, interviewing, and job hunting. Aside from the secular groups, there are also many faith groups ready to offer you a supporting hand. Don't feel ashamed or embarrassed to ask for help. Let people help you change your life.

Avoid negative people! Negative thinking is of no value to you. You need to be around positive people and people who can have a positive impact on your life.

Network: maintain contacts and stay in touch with people. Make sure you network with positive people!! Again, avoid negativity. Negative thinking does nothing to help your situation.

Last but not least – manage your expectations. Not every job you apply for will be a success. Don't be put off by this. Instead, concentrate on the positives and look at what you achieve each day. For example, you could have applied to 3 great jobs, connected with 2 people who are great resources or maybe you found a course or book that will help to improve your skills.

Don't give up! Jobs don't find you, you find them!

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3.2 Listing Salary Requirements

Some job advertisements ask you to include your desired salary, and if they ask for this, it usually means that you can't avoid doing so. Listing salary requirements is always tricky because it's hard to "guess" what the employer will think about your preference. Asking for too much can rule out your chances right away because you might appear unrealistic, but asking for too little can signal a red flag and tell the hiring manager that you don't value your skills and experience. So the question is – what do you say?

My advice is to always include a range because you give yourself a little bit of breathing room. A range not only eliminates you from this potential scrutiny, but it could also tell the hiring manager that you need a little more information before you give them a definite answer. In other words, you leave yourself some option, and you also put yourself in a good position to negotiate. Chances are that full details of the job haven't already been provided, so if you make it to the interview and hear more about the job's requirements, you can then argue why you are qualified to receive the higher end of your salary range.

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So how do you determine this range? Try to search for similar positions and what they offer in terms of salary. Look up job search websites and try to ballpark a range that most of the positions fit into, and then use this range when you're writing your cover letter. The range you include is entirely dependent on what you find, but I would probably suggest not making it any larger than $10,000 – it may be too general otherwise.

All in all, it's always best to keep your options open.

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3.3 Switching Up Your Job Seeking Tactics

Many times, job applications go entirely unnoticed. A friend of mine recently tried something new because she realized she wasn't getting any interview requests. Like most people, she would search through popular websites and apply for jobs straight away, always including a personalized cover letter and resume. Then she'd wait and "hope for the best." And nothing happened. It was at this point that she started re-applying for the same positions. And guess what? She received a couple of invitations to interview.

This is not the first time I've heard of this happening. In this age of emailed applications and very little personal contact, it's hard to figure out why the interview requests are not coming. Of course, this has a lot to do with the quality of your resume and cover letter, but sometimes it can also be just because of plain bad luck. In some cases, your application could have just gone unnoticed through no fault of your own. Below are some of the reasons for this:

Bad timing:

You could have simply applied at the wrong time, literally. A hiring manager could have opened your email while in the middle of something and then simply forgotten about it a minute later. It does happen.

Your application was accidentally deleted:

Do you ever quickly go through your email list and hold your finger down on the delete button? You're not the only one. If a hiring manager is posting advertisements on job websites, the probability of their receiving spam emails is quite high. They could have accidentally deleted your application.

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Too many applications:

A lot of times, hiring managers will have a stopping point for accepting applications. They either received too many or they've already narrowed the list down to just a few candidates. Whatever the reason, they won't bother to delete the advertisement, and they might automatically delete your application. It is not uncommon, however, for them to become dissatisfied with their applicant pool. When this happens, they're not likely to review the same applicant pool from before – they'll focus on the new applicants.

My advice is to always try again because you never know what may happen. I am not suggesting that these scenarios happen all the time, but they do happen somewhat frequently, so give yourself the benefit of the doubt.

3.4 The Psychology Of Colour

Preparing for a job interview is tough work. You rehearse answers to common questions, decide on what clothing to wear and ensure you have done an adequate amount of research into the company. But what about the colour of your clothing – does this matter? Is wearing a white shirt with a blue tie going to help you get the job over wearing a blue shirt with a black tie?

Studies have shown that the colours you decide to wear in an interview can actually make a difference. In the competitive world we live in you need to ensure that you take every advantage you possibly can.

Different colours evoke different emotions and it is imperative when you're interviewing that you evoke the right emotions from the interviewer.

Examples:

Blue: Words that describe the colour blue include: trust, loyalty, wisdom, peaceful. These are exactly the type of feelings you want to be portraying in your interview. Blue is a calming colour (Think Ocean and sky) and sends out a signal to the interviewer that you are indeed honest and sincere. Studies have shown that wearing the colour blue to an interview will increase your chances of getting hired more than any other colour.

Red: In contrast to the colour blue, the colour red stirs emotions more than any other colour. Red is a strong colour, very emotional, an extreme colour that in an interview scenario can work against you. Unlike blue which has a calming effect, the colour red is a fiery colour (the colour of love and passion), and can be an intimidating colour for the interviewer.

Orange: Similar to red. A colour that stirs emotion and therefore a colour I would avoid wearing in a job interview. Although orange is not seen to be as an aggressive as the colour red, it is still perceived as a colour that can evoke feelings of power and aggression.

Grey: My second favourite colour to wear after blue. Grey gives the look of sophistication and authority. In a corporate environment the colour grey is professional and portrays an individual as being confident without being intimidating.

Purple: The colour of "Royalty". The colour symbolizes power, aristocracy, lavishness, and extravagance.

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Black: Be careful when wearing just black to an interview. The colour black is seen as a power colour and can be viewed as threatening. Wearing black outfits can portray an individual as being powerful or even arrogant. Black is also associated with negative implications such as death, sin, and fear.

Just remember that first impressions count a lot when you go to interview. Know your audience and dress accordingly.

3.5 Five Myths About Job Searching

#1: The smartest person always gets the job

Definitely not true – companies these days are more interested in the complete worker. Having brains is always an advantage, but it's not the only thing that hiring managers are looking for. In today's economy, an employer wants to know that, if required, you are able to complete a wide range of jobs. Having transferrable skills, a can do attitude and a willingness to learn and be involved in all aspects of the business is key to nailing the job interview.

#2: Direct experience is most important

Transferable skills are key. In certain industries the job specification may require direct experience, but in many circumstances being able to show that you have the skills to succeed is just as important. Do not get discouraged if you feel that you lack the right skills to get a new job. Concentrate on the value added skills that you have and highlight these skills on your resume and in the job interview.

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#3: Dating a co-worker will lead to career doom

An urban myth. I have even heard of stories where dating the boss has resulted in career success (not recommended!). Always remember to perform your role to the highest quality and it does not matter who you decide to date! (Note – public displays of affection are a big no no! – this type of behaviour is best saved for non-work hours).

#4: Applying for jobs online is the only way to find a new job

Job searching online is one of many different approaches you should take. Before you even begin to apply for jobs, ensure that you have a professionally written resume. No matter how many jobs you apply for, it doesn't matter if your resume is not selling your skills. With the growth of social networking online, sites such as LinkedIn can be a fantastic way to approach people who you typically could not just pick up the phone and call.

#5: Writing a cover letter is a waste of time

Every time you apply for a job you should accompany your resume with a targeted cover letter. The only exception is when the job specification clearly states not to send a cover letter. Most times a hiring manager will read your cover letter before opening your resume. If your cover letter does not shine, there is a good chance your resume won't even be opened. You may have the greatest resume written by a professional resume writer, but it means nothing if your cover letter is letting you down.

3.6 Including References On Your Professional Resume

I recently had a conversation with a job seeker who told me that she was unable to send out her resume because she was waiting on a reference to come back to her. I was shocked to hear this and asked her why she was even putting references on her resume in the first place. She told me it was "the standard thing to do on a resume".

A hiring manager wants to know what value you can bring to the business. They are interested in your experience and skills, and therefore these are the areas that need to be highlighted. Including referees/references on your resume is not required. Not only does it take up an unnecessary amount of room on your resume, but it also does not add any value to your initial application. All that is required is to write the following four words at the very end of your resume:

"REFERENCES AVAILABLE UPON REQUEST"

Employers will NEVER contact referees without speaking to you first. Think about it – why would they? Would you bother doing research on a potential candidate without even having a conversation with them first? A hiring manager or recruiter sees hundreds of resumes on a daily basis. Do you think they have time to start reading through candidates referees and contacting them directly. This will never occur.

Contacting a referee is generally the final stage in the job process. Employers and hiring mangers, more than anything, rely on their own judgments and will contact your referees as a final step in the process. Only at this time will an employer ask you for a list of references to contact.

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Great references do help and if the decision is down to two candidates, your choice of references could be the extra difference in getting offered the job. Have your references ready and available if they are going to be contacted, however first try to focus on presenting all the right information in your resume and cover letter.

How the job search process works:

Write a professional resume and cover letter that highlights your achievements, skills and experiences to convince the hiring manager that you are the right person for the job

- Apply for jobs
- Interview stage
- The employer will contact references and perform background checks
- Job offer!

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4 Time For A New Job

4.1 Finding A Job In Tough Economic Times

What can you do to be competitive when looking for a new job? Writing a quick resume late at night and applying for random jobs is NOT going to get you the job you are looking for. Is there an educational or university course being offered which could help you now or in the long term? What skills do you have to shine above and beyond other candidates. Make a portfolio of your accomplishments you have achieved in your academic or professional life. In the current economic climate employers want to know what YOU have to offer them. You need to sell yourself! And sell your success.

Below are some further ideas and suggestions to find yourself a new job

Learn new skills:

It's never too late to try to learn a foreign language, or a new piece of computer software. (Best example was a senior archaeologist of 10 years who came to me wanting to change life direction. After 6 months learning Spanish then travelling through Spain for another 6 months, The senior archaeologist is now a junior English/Spanish translator)

Research: Find out where the demand is. While many industries are having trouble in this recession and laying off employees other areas are increasing employment

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Sell yourself: Take time writing your resume, and tailor your resume specifically to each job you are applying. Do not send out the same resume to every job advert you see. Remember if you're sending out generic resumes then you will get the same generic responses

Use your **social network**. Don't be embarrassed about looking for work. Tell your friends and family. You never know who may be looking at hiring staff with your set of skills

Use **free networking sites** to advertise yourself and your skills. Promote yourself via sites like LinkedIn: http://www.linkedin.com/

Use a **recruitment agency** that specialises in your particular area. Get to know the recruitment consultant, and follow them up weekly. The more you appear visible, the more they will remember you

Share with friends: Brainstorm ideas and share experiences with friends that are also looking for jobs. Exchange advice, strategies, and plans

Act straight away: When you get a lead or hear about a job opening apply immediately. There is no need to wait. Prepare your resume and send it immediately. The longer you wait the more likely another candidate will apply ahead of you

Don't let a **lack of experience** discourage you from applying for jobs: When tailoring your resume towards the job you are applying for, concentrate on the skills and abilities you have to match that certain job

Most importantly: **Don't give up** – Never stop looking. While you're searching for your new job is there something else in the meantime you could be doing. Do you have skills to freelance? Maybe you can sell goods online. Keeping yourself occupied helps you to stay positive and upbeat rather than moping around the house feeling sorry for yourself

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4.2 Job Seeking Is A Full Time Job

A true story… A candidate was applying for a job that he felt was probably beyond him in terms of experience and skills, however he figured he'd apply and "hope for the best". The job application asked for a resume and personally written cover letter to be submitted to the hiring manager. When the candidate went to send the resume and cover letter he decided that instead of writing the generic "To whom it may concern" on the top of his letter, he would call up the company and find out the name of the hiring manager. Thus, he began his letter with "Dear Mr. xxxx"

As insignificant as this seems, the candidate ended up getting the job. Years later this young man became the right hand man to the hiring manager who had now become the CEO of the firm. When the hiring manager was asked why he had originally employed the boy he said, "He was not the strongest academically or experienced candidate, but he was the only person out of 100 candidates who had taken the time and effort to find out my name…"

Although gaining employment is subject to many unpredictable factors that are far beyond your control (such as employer perceptions, competition and personal choice), there are countless factors that are controllable that you may be doing wrong. Remember, your resume only has 10 seconds to make an impact. When the hiring manager has 100 resumes on his or her desk and needs to pick the top 5, all it takes is the simplest error for your resume to be deleted.

My advice is this: If you're going to spend time applying for jobs then DO IT PROPERLY. You are not going to get an interview by sending out a resume that is written or formatted incorrectly. By doing just the smallest things correctly you will find that success is just around the corner.

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Is your resume full of clichés? Do you use words such as "hardworking", "loyal worker" or "enthusiastic"? Do you send out the exact same resume for every job? If the answer is yes, then you need to take greater effort to differentiate your resume and make it stand out from the crowd. Include your achievements with examples. Don't just write "I am a hardworking individual" as this does not inspire. Rather, explain to the reader why you are a hardworking individual. If you're not inspired by your resume then why is a hiring manager going to be inspired?

Your resume is your selling tool. Take a look at it. Are you proud of how it reads? Does it sell your strengths, skills and accomplishments? In this tough economic climate you need to go the extra length to get an interview.

Find below 15 reasons why you may be missing out on getting that interview:

- Generic resume
- Resumes that do not inspire
- Clichéd resume
- Your resume does not use key words
- Your resume is formatted incorrectly
- Your resume is not targeted
- You don't use a cover letter
- Your cover letter is boring/generic/clichéd
- Your resume and cover letter are too embellished
- Your job search is restricted to the Internet/Google/Yahoo
- You are only seeking out the perfect job (Is there such a thing?)

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- Spelling mistakes / bad grammar
- Lack of professionalism
- No follow up
- Unqualified / Overqualified (you need to be realistic)

4.3 Mastering The Job Search Process

In the last decade, job seeking has changed and competition for every role is more competitive than ever. The prosperous decade of the 1990s, when jobs were plentiful and money (not to mention credit) was seemingly free flowing, failed to give way to an equally prosperous 2000s. Individuals seeking employment in this market are finding it difficult to do so, mostly because jobs have disappeared, having been shipped overseas or completely phased out. (Does anyone remember the door to door salesmen selling encyclopaedia sets!) Job seekers are finding that they must be more strategic than ever in their search for employment.

Preparing the job search strategy

In order to succeed you need to have an understanding of what it takes to stand out in this tough job market. Those that fail to adequately prepare a job seeking strategy will likely find themselves without a job for the foreseeable future. Job seekers must learn to utilize their personal and social networks, professionalize their resume and develop great interview skills. Each of the aforementioned will greatly improve an individual's chances of landing a job.

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Networking

Networking is a strategy that many job seekers don't focus on enough but in today's society should be the number one strategy at the top of the list. The fact is, many workers can trace their current employment to someone who was kind enough to give them a job lead, a foot in the door or point them in the right direction. Today, networking has become easier than ever, thanks, in a large part to the growth of online networking websites.

Social networking websites such as LinkedIn, Twitter and Facebook are great places to meet people who share similar interests or who work in the same industry. However, even with the power and reach of social networking websites, a person may want to start their job search using the contacts they've developed in their own, personal network. Speak to your family and friends and make them aware that you are job hunting. Don't be scared to reach out to people who are in a position to help.

Professional Resume Writing

Having a strong resume is a vital part of the job search process. With unemployment on the rise, the competition for jobs is as fierce as ever. Human resource professionals routinely receive hundreds (sometimes thousands!) of resumes for each and every job opening. In order to even be considered for a job, an individual's resume must stand out from the pile. If it fails to impress in the first few seconds, the chances of being called in for interview is greatly reduced. Without a professionally written resume that highlights an individual's skills, experience and achievements the chances of actually getting the job becomes an impossibility and only leads to further despair and stress.

If you are not having the success you desire from your existing resume consider having your resume professionally written or edited. The cost of a resume writing specialist is far less than the cost of not having a job.

Interview Skills:

Having great interview skills is extremely important and gives you the opportunity to shine in person. Actually receiving an interview request is often the hardest part of the job search; therefore make sure you are well prepared for the job interview. Research the company and practice answering potential interview questions. The more information you have on the company the more prepared you will be to answer any tough questions that come your way. The best way to becoming a master interviewee is practice!

Staying Positive

In today's tough job market, job seekers should be prepared for a lengthy job search. However, being strategic about your job search can help you remain confident and upbeat during this period. Positivity is important so make sure you surround yourself with positive people. The last thing you need is negativity in your life.

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4.4 What Does Your Professional Resume Say About You

When you hear the saying "a picture tells a thousand words", this means that a picture can tell a story just as easily as a large amount of text. The same is true about your professional CV. Your CV can tell the reader a lot about the type of person you are and the type of worker you will be.

During one of my earliest roles as a recruiting agent, I was asked to find a shortlist of 5 candidates to fulfil a HR position. The position was an entry level role for a very well-known and respected investment bank and although the client had instructed several requirements that they wanted in the right candidate (e.g. Bachelor Degree), the most important aspect was to find a candidate that would be the "right fit" for this company.

We began our search for the candidate by placing a job advert in one of the online job portals. Within 3 hours we had over 150 CV's sitting in our inbox. By the end of the day we had another 400 CV's (at that stage we decided to take the job advert of the Internet). With our client urgently calling us wanting to know how soon they would receive CV's of potential candidates, we had the task of trying to sort through the huge amount of CV's and find the top 5 candidates.

How to stand out from the competition:

First impressions count! It is estimated that a hiring manager or recruitment agent will spend no more than 15 -30 seconds reading through your CV before either deciding to continue reading or pressing delete. Unfortunately there is not one secret that will guarantee your CV will stand out from the competition, but there are many factors that will get your CV deleted. In my experience the first thing I look for in a CV is professionalism.

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Spelling Mistakes and bad grammar:

It is an unforgiveable sin to have any spelling errors on your CV. Spelling mistakes and bad grammar send out a negative signal that that the candidate is careless, does not take pride in his or her work and lacks the professionalism that the client demands. Without even reading through more of the CV I would delete this CV.

Layout and Presentation:

It is an undisputed fact that if a hiring manager has two CV's sitting on the table, they are instinctively going to be drawn to the CV that is professionally presented and easy to read. No matter what the CV's say, the first impression is already made. If both candidates share similar skills and experiences, just take a guess at which CV the hiring manager is going to choose.

When you sit down to write your CV, remember one thing. Your CV is your representation. This 2-3 page document is all you have to prove to the hiring manager that you are the right person for the job. Present a professional picture and make sure that you stand out above your competition.

The Wake
the only emission we want to leave behind
Low-speed Engines Medium-speed Engines Turbochargers Propellers Propulsion Packages PrimeServ
The design of eco-friendly marine power and propulsion solutions is crucial for MAN Diesel & Turbo.
Power competencies are offered with the world's largest engine programme – having outputs spanning
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4.5 How Long Will A Hiring Manager Or Recruiter Spend Reading My Resume

Recruiters and hiring managers have their own rules on how much time they will spend reading through a candidate's professional CV. For a specialised role or more senior role, a HR Manager will receive much fewer CV applications and are more likely to read through entire CVs. How long will they spend on a role, though, that receives over hundreds of CV applications? Is it realistic to think that they are going to read through every single CV?

Time is always scarce and reports suggest that a hiring manager will generally spend no more than 20-30 seconds analysing a candidate's CV. If they cannot find the information they are looking for immediately, or your CV writing is not presented, structured and formatted correctly chances are that your CV will be deleted. This is the cut throat world of job seeking. Make a HR Manager guess and your CV is sure to end up in the recycle bin.

Times have changed and with competition for jobs so intense the responsibility of writing the perfect CV is more important than ever.

Why isn't the hiring manager reading through my entire CV?

In an ideal world, a team of HR representatives would sit down and together go through every CV that they receive for a particular role. The HR team would analyse every person and read through every page of each CV with a fine-tooth comb. Unfortunately, this is not the case. Managers are under pressure to fine the right candidates in the shortest amounts of time. In many cases, a hiring manager or recruitment agent may be sourcing multiple jobs and therefore may be receiving hundreds, if not thousands, of CVs. A former colleague of mine was once recruiting for 15 different roles and received more than 3000 CV applications!

How can I make my CV stand out from the crowd?

With such limited time for your CV to stand out to the potential reader, you need to focus on highlighting your achievements and the value-added skills that you can bring to your next job. Often times, people remain fixated on listing all the daily duties they perform in a particular job. From a hiring manager's point of view, being able to perform the job is expected - this does not make you stand out from the competition. The hiring manager wants to know that if they hire you for the job, you will not only successfully fill your duties, but you will also bring a whole range of skills to the business.

Five tips to making your CV shine:

- Use strategic keywords throughout your CV (if the business is using software programs to read through the CVs, make sure that your CV will be noticed)
- Target your CV toward the job and industry you are applying for. One size does not fit all!
- Turn your responsibilities into "achievement statements"
- Use examples to back up your statements

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5 Beginning Your Career

5.1 I'm A Graduate Get Me Out Of Here

How to Find a Job as a New Graduate

After finally completing university, you get that exhilarating feeling that your life is about to start. Year after year of exams and lectures and of course textbooks has finally brought you to this day - the fateful day that you need to get a job. Considering that the economy is still in recovery mode, job seeking can be an extremely anxious and of course stressful period. With the huge amount of competition by other job seekers who have also recently graduated (with very similar skills and education to yourself) and companies' hiring procedures becoming a much tougher process to conquer, graduates are now realising that finding that dream job is not as easy as expected. In fact, a recent report that surveyed about 100,000 university graduates (commissioned by Graduate Careers Australia) found that "graduates are finding it more difficult to secure full-time work than at any time since 1994, with about a quarter still looking for jobs four months after leaving university." However, although it may seem all doom and gloom, there are ways to ensure that you give yourself every opportunity of finding success.

Step 1: Create Your Professional Resume and Cover Letter

Resumes and cover letters are two of the most obvious job seeking credentials required. This has to be approached in a mature fashion. The key to resume writing is to identify your previous achievements. Then target your resume including these achievements directly towards the role you are applying for. Everything that you include in your resume needs to impress the reader. If your resume reads like a generic one and is full of clichés and non-value added information, the chances of your job application standing out from the competition is greatly reduced. Before applying for a job you should get your resume proofread by people that you trust who have had experience in the hiring process or by recruitment agents or HR managers (people who understand what a professional resume requires). It may take several revisions but you need it to be perfect. First impressions count and the first impression a reader has about you is through your resume and cover letter.

Step 2: Networking

Whether it be a job fair or an online networking website (LinkedIn as opposed to Facebook!), networking is a crucial part to finding the perfect job. Ensure that you make yourself available to go to as many job fairs and graduate exhibitions as possible and don't forget to dress for the occasion. Similarly to the resumes and cover letters, first impressions count so make sure you are dressed appropriately and prepared to shake hands with as many contacts as possible while being prepared to ask questions. Job fairs are an exciting and fun time for graduates because you will get the opportunity to meet potential employers face-to-face.

Step 3: Represent Yourself as a Professional

When you meet with a potential employer to hand in your cover letter or resume, it is imperative that you represent yourself perfectly. You need to exude confidence and strength, meanwhile understanding that they are in the position of authority. In order to represent yourself affectively not only does your attitude have to be strong, you also have to be dressed appropriately for the role you are applying for. There are many different elements to portraying yourself as a professional. From your resume to your clothing ensure that you give yourself the greatest opportunity of finding success.

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The final word…

Acquiring a job after graduating is a difficult job in itself and one that requires persistence, perseverance and patience. With the above steps, your chances of obtaining the dream job are closer than you could ever imagine.

Brain power
By 2020, wind could provide one-tenth of our planet's electricity needs. Already today, SKF's innovative know-how is crucial to running a large proportion of the world's wind turbines.
Up to 25 % of the generating costs relate to maintenance. These can be reduced dramatically thanks to our systems for on-line condition monitoring and automatic lubrication. We help make it more economical to create cleaner, cheaper energy out of thin air.
By sharing our experience, expertise, and creativity, industries can boost performance beyond expectations.
Therefore we need the best employees who can meet this challenge!
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5.2 Positive Body Language Can Help Your Career

You might have been a good student back in college, but your boss might think differently about you today. Your work ethic is good – you're consistent and creative, but your boss doesn't share the same sentiments... and this might all be because of your body language. Body language is very integral in building or destroying your career.

If you are currently completing an internship or you have a new job, employers tend to look for small details when evaluating the effectiveness of your performance, and this includes body language.

Your body language forms an impression to your employers. A smile or frown translates to an opinion. The employer asks themselves if you are likeable or if you can be trusted. What the employer believes about you could be used as a yard stick to gauge your reputation. Body language can be used to determine if you are hard working, result oriented, slack, or lazy. If you are always fidgeting, yawning or staring at the widow when you are conversing with your boss, then this gives an impression that you are always distracted and you cannot concentrate for long periods.

You can effortlessly prevent these career hazards by simply putting positive body language to use. This will remove any doubt from your employer and if he or she is to judge you, let it at least not be through body language because in most cases it is not always a true reflection of your personality. You should always be enthusiastic and positive, which creates the feeling that you are charismatic. This demonstrates to the employers that you are hard working and reliable, and this gives them a good impression about you. The key body language practices that you should put into consideration are simple to implement and most importantly will create the professional impression to help you succeed in your job.

Don't forget to smile!

A smile is always welcoming, and it shows people your warmth and that you are friendly. Even if your boss frowns at you, you just smile back. Portray a professional image that you approachable and welcoming

Remember the importance of eye contact

Making eye contact gives the impression that you are concentrating on what you are being told and you are more likely to execute the instructions with acute precision. Poor eye contact demonstrates a lack of confidence, immaturity and can be considered a demonstration of low self-esteem.

Listen and be interested

Finally, you should have a genuine interest on what you are being told. Don't be afraid to ask questions to help improve your knowledge and understanding.

Avoid the career pitfall associated with negative body language. Negativity can easily be spotted around the office and will be remembered by management when the time comes for salary increases, promotions and recognition.

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5.3 The Brightest Star In The Sky

When you dedicate the vast majority of the first quarter of your life to schooling (plus the costs involved in getting an education) it is imperative to ensure that you make the most of your education and begin to set yourself up for the "real world". In order to take advantage of the skills that you have learned, there are a various extra-curricular activities you can do to ensure that you get the most out of what you have paid for. Internships, part-time jobs and volunteer work are the best ways to not only benefit yourself long term but you cannot go wrong with having a little extra "coin" in the pocket right now.

Internships:

Professional internships are often one of the best ways to further educate yourself about your specific field and to gather an abundance of reputable networks for potential future jobs. It goes without saying that having internship will look good on your resume and instantly impress potential employers. Internships are also a great way to get a shoe in the door into a particular company. Going forward, as you have already gained first-hand experience of the business and its culture, you will have a huge advantage over your competitor's when the time comes to hire new graduates. Which would you prefer – blindly applying for the role with potentially hundreds of other candidates or being able to reach out to one of your contacts within the business?

Part-Time/ Casual Jobs:

Generally speaking most university students will aim to work part-time during their studies. Not only will you learn real life experiences and grow your networking contacts, it is also possible to make a reasonable income which will help in creating a more balanced approach to your university life. It goes without saying that if you can get a job in your chosen field, this can certainly benefit you going forward. However, any type of job will still be considered as work experience to future prospective employers.

Volunteer Work

Volunteer work is extremely popular amongst graduates. It can be a way of making a difference in the world whilst accumulating experience. It also looks impressive on a resume. Performing volunteer work can teach you an abundance of life skills and provide you with the opportunity to help those in need or to raise funds for a cause that you feel strongly about. In the cut throat world of job seeking, having volunteer work on your resume is always a positive and portrays a positive image and good first impression to the hiring manager.

Does Your Resume Stand Out?

When applying for graduate positions the more value added experience you can include on the resume the greater your chance of finding success. By performing extra-curricular activities, working part time or volunteering your time, will give you an edge over other job candidates who only share similar educational backgrounds to yourself. Remember that as a graduate you need to distinguish yourself from the crowd and brand yourself as a well-rounded job candidate.

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5.4 Building Your Network

As a college student, completing a degree in your specific field is the first stage of your journey to joining the job market. However, it is naïve to think that the degree alone is all you need to land the job of your dreams. We have all heard time and time again the importance of getting a foot in the door. However, if you want to get a good job in this economy, it isn't always what you know that will get you your first pay check. It's who you know.

In order to give yourself the greatest opportunity, you are going to need to start networking. With the growth of the internet, and in particular online social networking websites, you are able to sit in the comfort of your house and reach out to people who previously you would have no chance of contacting. Online networking websites such as LinkedIn offer fantastic ways to potentially connect with hiring managers, decision makers and even with Fortune 500 executives! As part of your job search strategy online networking needs to pay a key part. However, it is as equally important to make yourself seen and physically meet people. It goes without saying that you can make a far greater impact on a person by shaking their hand, looking them in the eye and introducing yourself than you can make via an email!

Find below 5 tips to networking and the best places to go and meet the people who can help make your career sparkle.

Conventions or Exhibitions:

Major conventions/exhibitions are fantastic places to network and meet new people. Keep track of the people you contact and make sure you have a pen and paper so you can write down their contact details. Most importantly follow up with these people within a couple of days following the convention. The longer you leave it the more likely they are to forget who you are.

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Job Fairs:

Similar to conventions/exhibitions. This is a no-brainer. Going to a job fair is a good way to meet people who are currently hiring, submit your resume, and also learn about what specific companies are looking for in an employee.

Friends, Classmates and Alumni:

Don't be afraid to reach out to friends, classmates or alumni to help with your networking. You just never know who can help or most importantly who has contacts that may be able to help you.

Community and Volunteer Work:

Make a difference in the world and network at the same time! Community service is always looked upon favourably by companies but also will give you an opportunity to network with different members of the community.

Networking Meetings:

Search for networking meetings in your community. Networking meetings often require a small fee (for non-members). However this will enable you to meet a whole range of people from different backgrounds and occupations. Many times all you require is a small lead to kick start your career and networking events can be the perfect place to make this happen.

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6 Resume Writing Tips

6.1 The Aim Of The Resume

Before we seek to find out the real aim of the resume, we need to define exactly what the resume is. As per Wikipedia, "A resume is a document used by individuals to present their background and skillsets. Résumés can be used for a variety of reasons but most often to secure new employment." This basic definition is true to an extent as the resume is typically used to find a new job. However is preparing the resume as simple as presenting "their background and skillsets"? Is this enough to stand out from potentially hundreds of job seekers and get THE job?

There are so many aspects that make up a good resume and while a job seeker does need to present their background and skills, there are many other aspects that make up the perfect resume.

As a professional resume writer, I have broken down the three most important elements of preparing a professional resume. No matter if you're an entry level job seeker or a high flying executive, the same rules apply.

Target the Reader:

It does not matter how much you like your resume. The most important thing is the reader likes your resume. After all, the reader is the only person that you need to impress. Knowing your audience is imperative when writing your resume. If you are applying for a corporate role your resume needs to give off a corporate feel. Fancy fonts and colours should be changed to bullet points and headings. Alternatively a graphic designer resume can be more creative with their resume as the target audience is a creative audience. Before you apply for any job you need to take a step back and imagine that you are the hiring manager and ask yourself the question "Is this resume targeted towards the role that I am applying for?"

Presenting a Professional Image:

First impressions are everything when it comes to hiring. Think about this. Imagine that you are sitting at home and your brother or sister tells you that they are coming over to introduce you to one of their friends who you have never met before. As the doorbell rings, you open the door to meet this new person for the very first time. Now imagine that when you open the door the person is standing there with a big spaghetti stain right in the middle of his shirt. Before you even shake the persons hand or introduce yourself you have already created a first impression of this person. The same goes for your resume. If a hiring manager opens your resume and sees a "spaghetti stain" right in the middle of your resume they will have created a first impression before reading a single word. In the world of job seeking, creating a professional image and positive first impression is the first hurdle you need to pass on your way to a new job.

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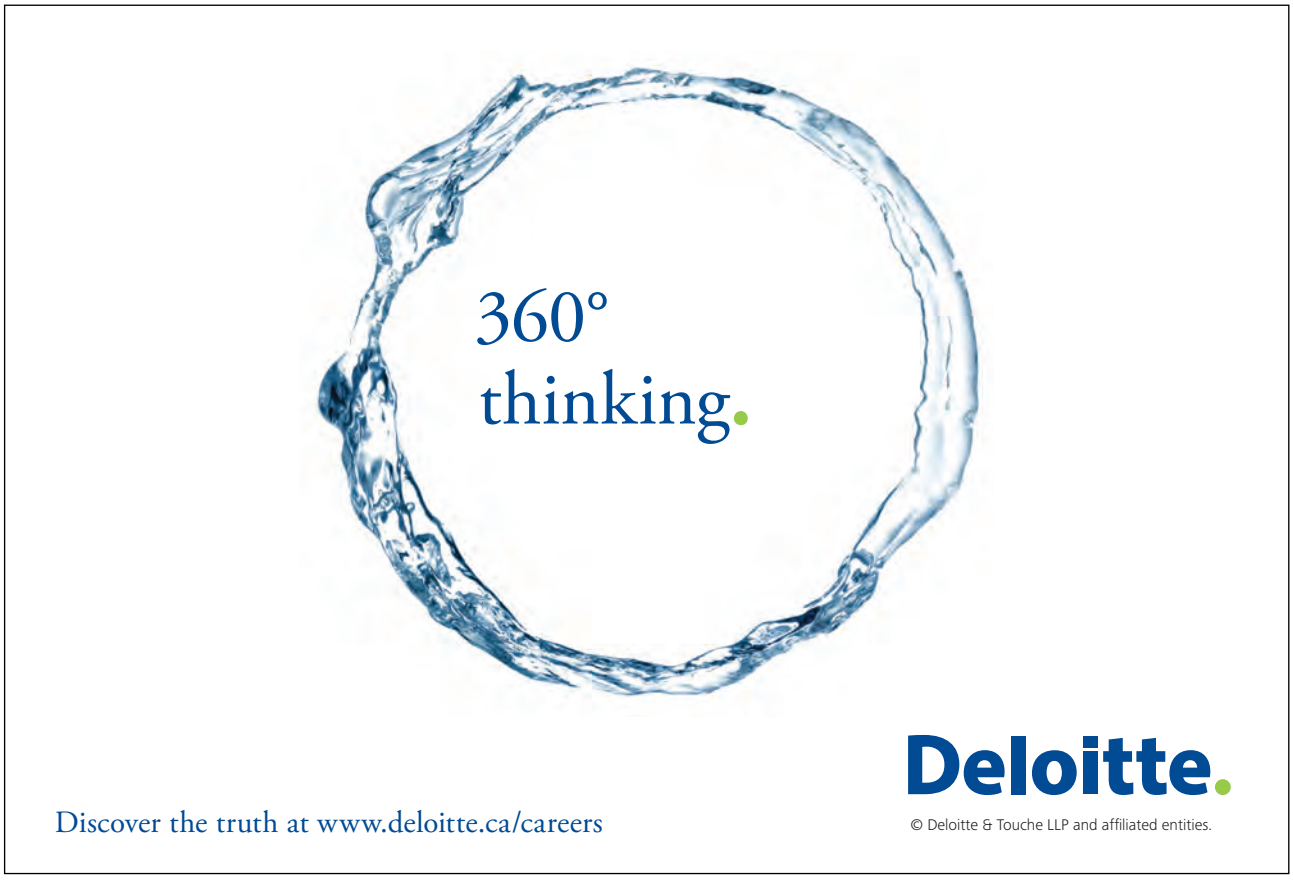
Highlighting Achievements and the Value Added Skills:

There is a huge difference between an average resume, a good resume and a great resume. Typically, what makes a great resume is being able to identify your key achievements and the value added skills (tangible and intangible) that you can bring to your next job. Where most people fail with their resume writing is that they concentrate too much on their daily duties and responsibilities (For example "I did this on a daily basis") as opposed to creating more achievement statements which focus on how you have added value to the organisation. Providing examples to back your statements up will give you an automatic edge over your competitors.



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6.2 Pimp My Resume

Is your resume not getting you the job interviews you had hoped for? Are you applying for hundreds of jobs online but not receiving a single phone call? If you have the skills and experience to perform a certain job, but you can't seem to get yourself an interview, it could be time to "pimp my resume!"

Just like the TV show aims at taking old, worn out and run down cars and turning them into new, modern "pimped" out cars, it could be time to give your old resume the boot and upgrade to a new and fancier model. We all want to be driving around in the newest and best looking car, and the same goes for your resume. However, the biggest difference between driving an old car and using your old resume is that the car will still get you from point A to point B, but an old resume will only end up in the deleted folder!

Find below 5 easy tips you can implement that will help you pimp your resume!

Strategic Key Words:

A great way to pimp your resume and ensure that it stands out and gets noticed by software programs is to use strategic keywords throughout your resume. Recruiters or hiring managers will often skim over resumes and look for keywords or they may use software programs to find keywords. These can be changed depending on the job you are applying for.

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Remove all unnecessary information:

The best looking resume contains only relevant information that adds value to your job application. If your existing resume has the title "curriculum vitae" or "Professional CV", remove this immediately. It goes without saying that if you are applying for a job, your application is obviously your curriculum vitae – there is no need to include this irrelevant information. Take a read through your resume and ensure that only value added information is included.

Achievements and Recognition:

An achievements and recognition area on your resume can really make your application stand out over the competition. Rather than boring the reader with all the daily duties you perform, inspire the reader with achievement statements that show off all the wonderful skills and achievements you have performed. Remember, the best way to present your achievements is to back them up with examples. Qualitative examples are even better!

Friendly Font:

When you sit down to read a book, do you ever stop to think about the font? Of course you don't because typically all books are written with an easy to read font. Could you imagine reading through a novel that used hard to read fonts? You would put the book down before you completed the first chapter! The same goes for your professional resume. Use an easy to read, modern font (I like the font "Calibri") and make it as easy as possible for the reader.

Modernise

Give your resume a new modern look. Do not use old and out-dated resume templates that are floating around the internet. Although these templates may be free, they are a free for a reason! When you open up your resume ask yourself the question - "If I were a hiring manager, would I be impressed with this resume?" If the answer is no, then it's time for a change and a makeover is needed.

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6.3 Do References Belong On The Resume

One of the most asked questions I receive via my blog is about including references in the resume. Questions include:

- Should I or shouldn't I?
- If I do decide to include the references where do I put them?
- How many references should I include?

And the list goes on and on. It seems that everyone from a recent student or graduate to high flying executive are all asking themselves the same question.

Before we delve into the issue about putting references on the resume, let's first recap the aim of the resume. The resume is a marketing document with the aim of getting you to the interview. Everything that goes on the resume needs to be targeted towards the role you are applying for. In the limited space you have available on your resume you need to ensure that only the most relevant and important information is included. Focus on highlighting your achievements and the value added skills that you can bring to your next job. Remember that a hiring manager may have hundreds of job applications and therefore in order to stand out from the competition, you need to ensure that you provide only relevant and targeted-based information.

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Will references help my resume application?

As mentioned above, the aim of the resume is to get you to the interview stage. The hiring manager is going to evaluate your skills and experiences and then decided if you are worth interviewing. It is highly unlikely that a hiring manager will even bother to read your references and if they do it is even more unlikely that they will make a hiring decision based on who your references are. What's more is that at no stage during the initial selection process is a hiring manager going to contact your references. It just does not make sense. Why would someone contact your references before they have even met you?

Should I include something on the resume to show that I have references?

At the very end of the resume all you need to include on the resume is "References Available Upon Request." This states to the reader that if they decide to take your application further, you are able to provide them with references upon being requested. These 4 simple words should be the last 4 words you write on your resume. Generally speaking, only once you pass the initial resume screening process and have completed interviews would a hiring manager be interested in speaking with your contacts. Only at this stage would you be required to provide the name and contact details of your references.

6.4 Resume Writing Skills For Entry Level Candidates

As a current student, recent graduate or entry level job candidate, entering the job market for the very first time, you are probably also getting ready to write your very first professional resume. As you sit at your desk with an empty looking document staring straight at you, I bet you're thinking the same thing that millions of other entry level job seekers have all thought at some time. "Where do I start and what do I do first?"

The first thing to understand as a new job seeker is that your resume is a representation of you. If you want to be considered as a professional job candidate, then your resume needs to be presented, structured and submitted in a professional way. First impressions are so important and in a world where a hiring manager can often receive in excess of 500 - 1000 applications for a graduate position. If your resume does not immediately stand out, it will be deleted.

What should I include in my professional resume?

The key to writing an expert resume that will get noticed is to focus on targeting your application to the job that you are applying for. For example, if you are applying for a teacher role than you need to present as much information to the reader that will make you the best possible candidate for the teaching position. This information needs to be highlighted on your CV and backed up with quantitative evidence (where possible).

The best way to shine above your competition is highlighting your achievements as opposed to just including your general work duties and responsibilities. This is a great way to stand out from the pack and provide the reader with all the great value added skills that you have to offer. For example, if at school or college you were involved in extracurricular activities, don't just mention these activities but highlight how you managed to add value.

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I recently sat down with a marketing graduate who worked on campus in arranging, co-ordinating and organising university events. On her original resume she had five bullet points explaining what she did in her role. There was nothing wrong with what she had written. However, her resume was never going to stand out against all the other marketing graduates she was competing against. In order to upgrade the resume and turn her original resume into a marketing document, we turned the duties and responsibilities into achievement statements. Rather than saying "Developed the newsletter" which tells the reader nothing, we converted this statement into an achievement statement with quantifiable evidence. "Developed the newsletter across all students and teachers increasing readership from 1000 to 5000 within a 6 month period."

Target the Job you are applying for

The "one size fits all" strategy does not work for a professional resume and it is not realistic to think that you can send the same document out for every job you apply for. Your resume needs to be tailored towards the specific job and answer the questions that the role is identifying. Do not waste the reader's time with including information that is not relevant or required in your resume. It will only reduce the professionalism of your resume. Rather than including a section on your hobbies and interests (which is out-dated and not required in this day and age) include a "Key Competencies and Skills" section to further highlight to the reader your skills that you have to offer.

Final Thought …

Remember the more value added information you can provide the better your new resume will be - As a hiring manager, I would rather know about your teamwork and communication skills, as opposed to knowing that you like long walks and enjoy watching the football!

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6.5 The Resume Investment

How much money would you be willing to spend to find your dream job? $100? How about $1000? Maybe $10,000? Every person will have a different answer to this question, depending on where they are in their career.

I recently sat down with a candidate of mine to discuss the various options he faced as he prepared to look for a new job. My candidate was stuck in his job, hating it more and more every day, but before he quit he needed to do the maths and find out how much it was going to cost him to find a new job.

Applying a few mathematics equations we were able to come up with the cost of being unemployed and, in doing so, answered the question about whether investing in a professional resume was a good idea.

Before we begin let's make a couple of assumptions:

The candidate is currently on $50,000 (gross) however is seeking a salary increase of 15% which is an additional $7,500 therefore a total salary of $57,500 (gross)

50 working weeks in a year

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Average time to find a new job is estimated between 3-4 months (for this example, we will say 14 weeks)

In order to work out the weekly salary we take $50,000 and divide it by 50 = $1000.00

Therefore if the average time it takes to find a new job is 14 weeks the total cost of lost salary is:

$1000.00 x 14 weeks = $14,000.00

What happens if it takes longer than 14 weeks? In the competitive job market where hiring managers are receiving in excess of 300 resumes per job it can take twice as many weeks to find a new job. In terms of loss of salary on $50,000 this works out to be:

$10,000 x 28 weeks =$28,000.00

Let's now presume the candidate has his resume professionally written from the very first day.

A professionally written resume will ensure that hiring managers take notice and therefore will automatically increase interview rates. Generally speaking, if a hiring manager receives 100 resume applications they are likely to only choose the top 5-10% of candidates.

If a candidate has the skills, experience, expertise to perform the job, a good resume writer will repeatedly place you in that top percentage bracket. (Of course, there are many variables outside of your control including employer perception, personal preferences and the skills and quality of the competition).

Let's assume that having a professionally written resume will increase your chances of gaining an interview by 50%. If a candidate applies for 10 targeted jobs where they have the qualifications and skills required, the odds indicate that 50% of the applications will result in interview requests. Therefore, you can expect 5 potential interviews within the first couple of weeks of applying for jobs. The more interviews you receive the more choice you will have. Nothing is better than having 2 job offers on the table!

Generally speaking the entire job selection process can take up to 4 weeks (first round interview, second round interview, background checks etc.) Rather than taking 14 weeks to find a job costing you $14,000.00 in lost salary, having your resume professionally written has reduced this time to 4 weeks at a cost of $4,000.00.

HOWEVER – The candidate with his new professional resume is seeking a raise of 15% or a total salary package of $57,500. Therefore the investment in the resume has generated the candidate a profit of $3,500! And has reduced the time spent on looking for a new job from 14 weeks to 4 weeks.

The investment in a professionally written resume could be the greatest investment of your life. A small cost can lead to big long term gains. Can you afford to be out of work for an extended period of time?

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